

# CGA LICENCED PREMISES

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Area: P02286\_Brown Trout, Pontypridd, CF38 2HA  
 Base: Great Britain  
 Year: 2023

Licence Type	Profile	Per 1000 Pop (Area)	Per 1000 Pop (Base)	Index	0	100	200
Pubs & Full On	9	57.1	81.7	70			
Proprietary Club	0	0.0	7.3	0			
Registered Club	3	19.0	28.2	68			
Restaurant	1	6.3	32.1	20			
Residential	0	0.0	2.7	0			

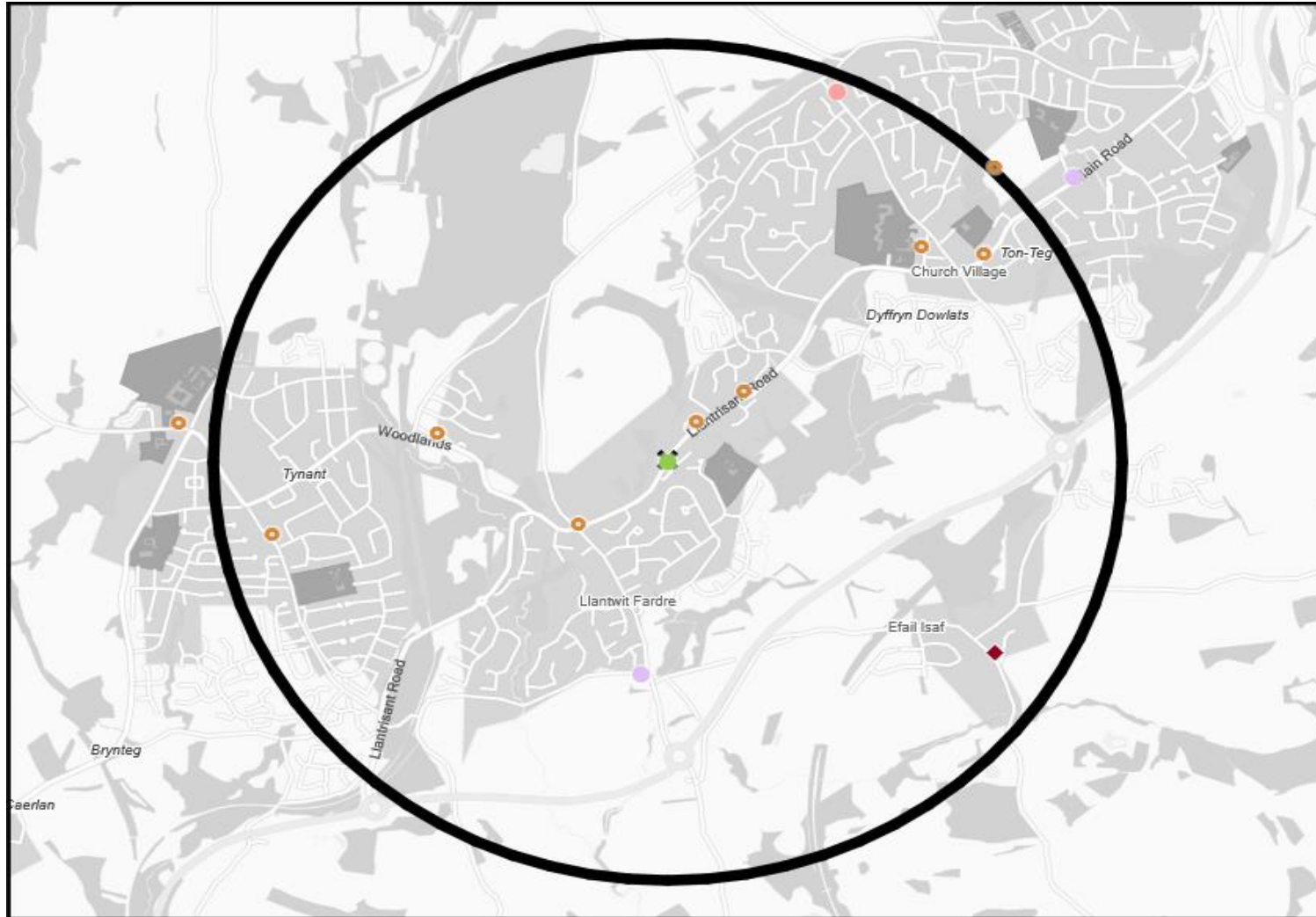
Name	Description	License Type	Owner Name	Postcode
Carpenters Arms	*Other Small Retail Groups	Pubs & Full On	*Other Small Retail Groups	CF38 1AR
Llantwitfadre Rugby Club	Independent Free	Registered Club	Independent Free	CF38 1BU
Fagins	Independent Free	Pubs & Full On	Independent Free	CF38 1PY
Ship Inn	Stonegate Pub Company	Pubs & Full On	Stonegate Pub Company	CF38 1BH
Llantwitfadre Constitutional Club	Independent Free	Registered Club	Independent Free	CF38 2DY
Cwm & Llantwit Welfare Hall	Independent Free	Registered Club	Independent Free	CF38 2DY
Bush Inn	Independent Free	Pubs & Full On	Independent Free	CF38 2EP
Brown Trout	Admiral Taverns Ltd	Pubs & Full On	Admiral Taverns Ltd	CF38 2HA
Crown Inn	Independent Free	Pubs & Full On	Independent Free	CF38 2HL
Scotts Hotel	Independent Free	Pubs & Full On	Independent Free	CF38 2LT
Farmers Arms	Star Pubs & Bars	Pubs & Full On	Star Pubs & Bars	CF38 1EB
China Palace	Independent Free	Restaurant	Independent Free	CF38 2HA
Cokeworks	Independent Free	Pubs & Full On	Independent Free	CF38 2BL

# MAP OF AREA

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Source: OS Open Data 2018

Area: P02286\_Brown Trout, Pontypridd, CF38 2HA (1 Mile contour)



## KEY

- Large pub co's & bars
  - Admiral Taverns Ltd
  - Ei Group
  - Greene King
  - Marston's
  - Mitchells & Butlers
  - Punch Pub Company
  - Stonegate Pub Company
  - Star Pubs & Bars
  - Wetherspoon
  - Whitbread
  - Shepherd Neame
- Small to medium pub co's & bars
- Family Brewers with pubs
- Hotels
- Restaurants
- Leisure
- Independent
- Other
- Site Location
- Boundary

## ACORN CATEGORY PROFILE - HOUSEHOLDS

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**Area:** P02286\_Brown Trout, Pontypridd, CF38 2HA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Category Description	Area Profile	% for Area	% for Base	Index	0	100	200
1 Affluent Achievers	1,479	22.6	22.1	102			
2 Rising Prosperity	755	11.5	10.2	113			
3 Comfortable Communities	2,854	43.6	26.5	165			
4 Financially Stretched	1,397	21.3	23.7	90			
5 Urban Adversity	59	0.9	17.2	5			
6 Not Private Households	0	0.0	0.3	0			
<b>Total households</b>		<b>6,544</b>					



Graph

### Acorn Category Pen Portrait

**4 Financially Stretched** 12.2M UK Adults    23.1% of UK

**Age range**  
All ages

**Financial situation**  
Running into debt    Saving a lot

**Children at home**  
Mixed

**House type**  
Semi-detached or terraced

**House tenure**  
Social renting

**Number of beds**  
1-3

This category contains a mix of traditional areas of Britain, including social housing developments specifically for the elderly. It also includes student term-time areas.

**Acorn Groups within Category 4: Financially Stretched**

- K Student Life    13%
- L Modest Means    34%
- M Striving Families    34%
- N Poorer Pensioners    20%

## ACORN GROUP PROFILE - HOUSEHOLDS

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**Area:** P02286\_Brown Trout, Pontypridd, CF38 2HA (1 Mile contour)  
**Base:** Great Britain  
**Year:** 2023

Acorn Group Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
1.A Lavish Lifestyles	0	0.0	1.1	0			
1.B Executive Wealth	1,301	19.9	11.3	175			
1.C Mature Money	178	2.7	9.6	28			
<b>2. Rising Prosperity</b>							
2.D City Sophisticates	0	0.0	3.8	0			
2.E Career Climbers	755	11.5	6.4	181			
<b>3. Comfortable Communities</b>							
3.F Countryside Communities	184	2.8	5.7	49			
3.G Successful Suburbs	461	7.0	6.0	118			
3.H Steady Neighbourhoods	1,679	25.7	7.4	346			
3.I Comfortable Seniors	46	0.7	2.9	25			
3.J Starting Out	484	7.4	4.6	162			
<b>4. Financially Stretched</b>							
4.K Student Life	0	0.0	2.5	0			
4.L Modest Means	543	8.3	8.0	104			
4.M Striving Families	436	6.7	7.4	89			
4.N Poorer Pensioners	418	6.4	5.8	111			
<b>5. Urban Adversity</b>							
5.O Young Hardship	59	0.9	6.3	14			
5.P Struggling Estates	0	0.0	5.7	0			
5.Q Difficult Circumstances	0	0.0	5.2	0			
<b>6. Not Private Households</b>							
6.R Not Private Households	0	0.0	0.3	0			
<b>Total households</b>	<b>6,544</b>						

### Acorn Group Pen Portrait

**4 L Modest Means**      4.1M UK Adults      7.7% of UK

**Younger families in smaller homes with below average incomes.** Those located in London have a significantly lower level of disposable income when compared to this group across the rest of the country.

#### CORE DEMOGRAPHICS



- Age range: **25-44**
- Children at home: **3+**
- House tenure: **Privately renting**
- Family structure: **Single parent**
- Number of beds: **3**
- House type: **Terraced**

#### FINANCIAL PROFILE

- Household income: UK **£35k**, London **£42k**  
Average: £10k / Average: £16k
- % Disposable income: UK **45%**, London **32%**  
Average: 43% / Average: 28%
- Financial situation: **Running into debts** (left) to **Saving a lot** (right)

#### BRANDS

SHOPPING: **The Works**, M&Co, **Range**, NEW LOOK

LEISURE: **Hampton**, **KFC**, **Frankie & Benny's**, **GREGGS**

WEBSITES: **ebay**, **sky**, **Argos**, **LAD BIBLE**

#### DIGITAL

**ATTITUDES**

- I worry about online security: **58%** (UK average: 58%)
- Shopping online makes my life easier: **61%** (UK average: 62%)
- I love the ease of using chat bots to get answers: **32%** (UK average: 28%)

#### TOP BEHAVIOURS

- Moderate internet usage**
- Uploads original content on social media**
- TV catch up via ITV hub**



CATEGORY	GROUP	TYPE	MAP	WHAT IS ACORN?
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### ACORN TYPE PROFILE - HOUSEHOLDS

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Area: P02286\_Brown Trout, Pontypridd, CF38 2HA (1 Mile contour)  
 Base: Great Britain  
 Year: 2023

Sort by:  Corn Structure  
 Index  
 Profile %

Acorn Type Description	Area Profile	% for Area	% for Base	Index	0	100	200
<b>1. Affluent Achievers</b>							
<b>1.A Lavish Lifestyles</b>							
1.A.1 Exclusive enclaves	0	0.0	0.1	0			
1.A.2 Metropolitan money	0	0.0	0.1	0			
1.A.3 Large house luxury	0	0.0	0.9	0			
<b>1.B Executive Wealth</b>							
1.B.4 Asset rich families	270	4.1	2.6	156			
1.B.5 Wealthy countryside commuters	0	0.0	2.5	0			
1.B.6 Financially comfortable families	589	9.0	2.2	405			
1.B.7 Affluent professionals	0	0.0	0.9	0			
1.B.8 Prosperous suburban families	5	0.1	1.5	5			
1.B.9 Well-off edge of towners	437	6.7	1.6	415			
<b>1.C Mature Money</b>							
1.C.10 Better-off villagers	158	2.4	3.1	78			
1.C.11 Settled suburbia, older people	15	0.2	2.8	8			
1.C.12 Retired and empty nesters	5	0.1	2.5	3			
1.C.13 Upmarket downsizers	0	0.0	1.3	0			
<b>2. Rising Prosperity</b>							
<b>2.D City Sophisticates</b>							
2.D.14 Townhouse cosmopolitans	0	0.0	0.7	0			
2.D.15 Younger professionals in smaller flats	0	0.0	1.5	0			
2.D.16 Metropolitan professionals	0	0.0	0.7	0			
2.D.17 Socialising young renters	0	0.0	1.0	0			
<b>2.E Career Climbers</b>							
2.E.18 Career driven young families	694	10.6	2.0	537			
2.E.19 First time buyers in small, modern homes	61	0.9	3.4	27			
2.E.20 Mixed metropolitan areas	0	0.0	1.0	0			
<b>3. Comfortable Communities</b>							
<b>3.F Countryside Communities</b>							
3.F.21 Farms and cottages	0	0.0	1.5	0			
3.F.22 Older couples and families in rural areas	0	0.0	1.0	0			
3.F.23 Owner occupiers in small towns and villages	184	2.8	3.2	88			
<b>3.G Successful Suburbs</b>							
3.G.24 Comfortably-off families in modern housing	168	2.6	2.7	95			
3.G.25 Larger family homes, multi-ethnic areas	0	0.0	0.8	0			
3.G.26 Semi-professional families, owner occupied neighbourhoods	293	4.5	2.4	185			
<b>3.H Steady Neighbourhoods</b>							
3.H.27 Suburban semis, conventional attitudes	626	9.6	3.5	276			
3.H.28 Owner occupied terraces, average income	0	0.0	1.6	0			
3.H.29 Established suburbs, older families	1,053	16.1	2.3	688			
<b>3.I Comfortable Seniors</b>							
3.I.30 Older people, neat and tidy neighbourhoods	46	0.7	2.4	30			
3.I.31 Elderly singles in purpose-built accommodation	0	0.0	0.5	0			
<b>3.J Starting Out</b>							
3.J.32 Educated families in terraces, young children	0	0.0	2.2	0			
3.J.33 Smaller houses and starter homes	484	7.4	2.4	308			
<b>4. Financially Stretched</b>							
<b>4.K Student Life</b>							
4.K.34 Student flats and halls of residence	0	0.0	0.3	0			
4.K.35 Term-time terraces	0	0.0	0.2	0			
4.K.36 Educated young people in flats and tenements	0	0.0	1.9	0			
<b>4.L Modest Means</b>							
4.L.37 Low cost flats in suburban areas	0	0.0	1.4	0			
4.L.38 Semi-skilled workers in traditional neighbourhoods	200	3.1	2.6	116			
4.L.39 Fading owner occupied terraces	343	5.2	2.9	180			
4.L.40 High occupancy terraces, culturally diverse family areas	0	0.0	1.0	0			
<b>4.M Striving Families</b>							
4.M.41 Labouring semi-rural estates	0	0.0	1.6	0			
4.M.42 Struggling young families in post-war terraces	9	0.1	1.6	8			
4.M.43 Families in right-to-buy estates	257	3.9	2.0	193			
4.M.44 Post-war estates, limited means	170	2.6	2.2	119			
<b>4.N Poorer Pensioners</b>							
4.N.45 Pensioners in social housing, semis and terraces	0	0.0	0.8	0			
4.N.46 Elderly people in social rented flats	58	0.9	1.0	86			
4.N.47 Low income older people in smaller semis	345	5.3	2.2	236			
4.N.48 Pensioners and singles in social rented flats	15	0.2	1.7	13			
<b>5. Urban Adversity</b>							
<b>5.O Young Hardship</b>							
5.O.49 Young families in low cost private flats	59	0.9	2.2	41			
5.O.50 Struggling younger people in mixed tenure	0	0.0	1.8	0			
5.O.51 Young people in small, low cost terraces	0	0.0	2.3	0			
<b>5.P Struggling Estates</b>							
5.P.52 Poorer families, many children, terraced housing	0	0.0	1.6	0			
5.P.53 Low income terraces	0	0.0	0.8	0			
5.P.54 Multi-ethnic, purpose-built estates	0	0.0	1.0	0			
5.P.55 Deprived and ethnically diverse in flats	0	0.0	0.7	0			
5.P.56 Low income large families in social rented semis	0	0.0	1.6	0			
<b>5.Q Difficult Circumstances</b>							
5.Q.57 Social rented flats, families and single parents	0	0.0	1.5	0			
5.Q.58 Singles and young families, some receiving benefits	0	0.0	1.8	0			
5.Q.59 Deprived areas and high-rise flats	0	0.0	2.0	0			
<b>6. Not Private Households</b>							
<b>6.R Not Private Households</b>							
6.R.60 Active communal population	0	0.0	0.1	0			
6.R.61 Inactive communal population	0	0.0	0.3	0			
6.R.62 Business areas without resident population	0	0	0	0			
<b>Total households</b>	<b>6,544</b>						

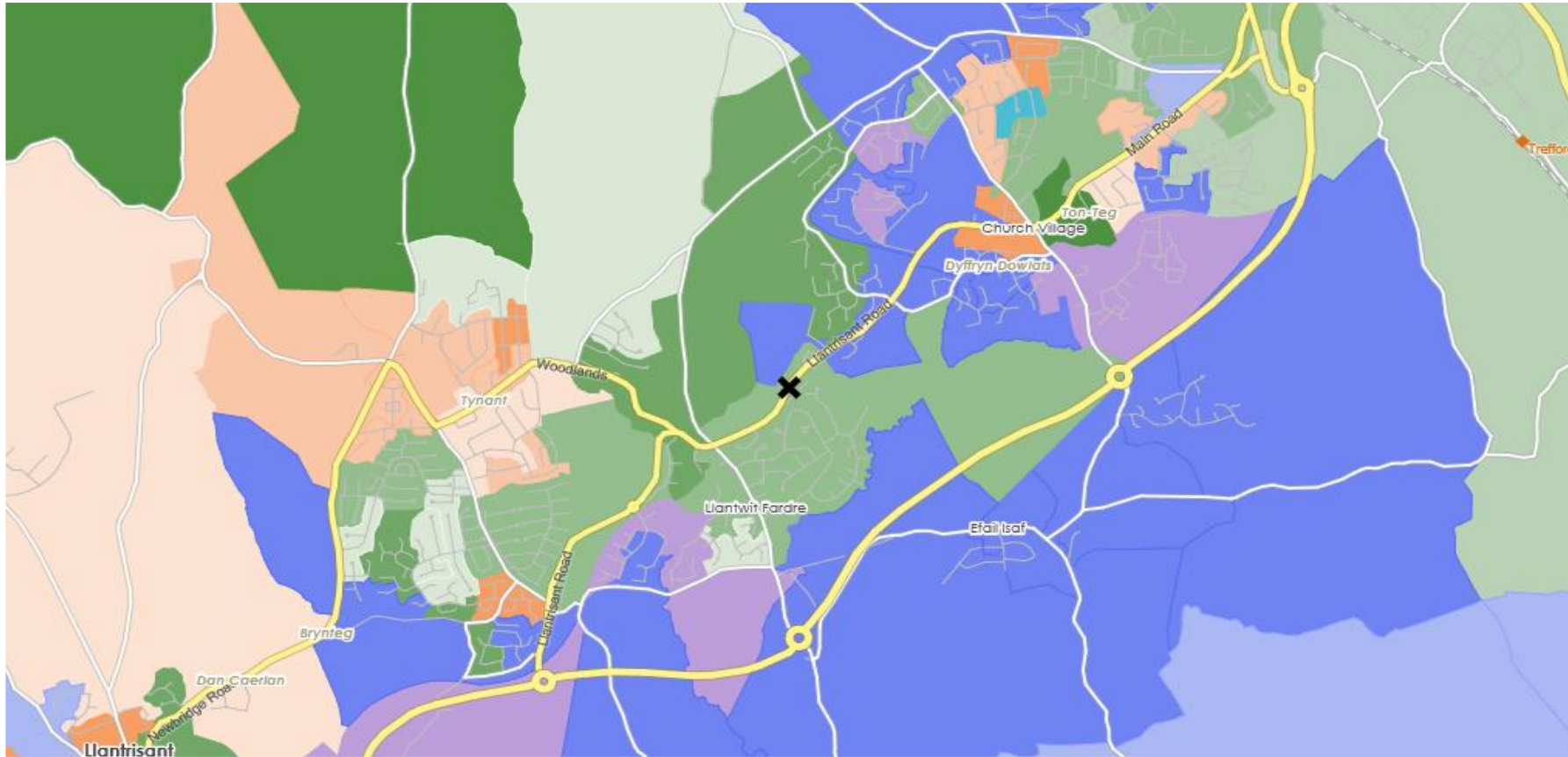
CATEGORY      GROUP      TYPE      **MAP**      WHAT IS ACORN?

## DOMINANT ACORN GROUP - HOUSEHOLDS

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Area: P02286\_Brown Trout, Pontypridd, CF38 2HA (1 Mile contour)



- Dominant Acorn Category
- % Affluent Achievers
- % Rising Prosperity
- % Comfortable Communities
- % Financially Stretched
- % Urban Adversity
- Dominant Acorn Group

- Acorn Groups**
- 1.A Lavish Lifestyles
  - 1.B Executive Wealth
  - 1.C Mature Money
  - 2.D City Sophisticates
  - 2.E Career Climbers
  - 3.F Countryside Communities
  - 3.G Successful Suburbs
  - 3.H Steady Neighbourhoods
  - 3.I Comfortable Seniors
  - 3.J Starting Out
  - 4.K Student Life
  - 4.L Modest Means
  - 4.M Striving Families
  - 4.N Poorer Pensioners
  - 5.O Young Hardship
  - 5.P Struggling Estates
  - 5.Q Difficult Circumstances
  - 6.R Not Private Households

Area boundary

ACORN - WHAT IS IT?

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6 CATEGORIES      18 GROUPS      62 TYPES

1. Affluent Achievers	<input type="radio"/>	A. Lavish Lifestyles	1-3
	<input type="radio"/>	B. Executive Wealth	4-9
	<input type="radio"/>	C. Mature Money	10-13
2. Rising Prosperity	<input type="radio"/>	D. City Sophisticates	14-17
	<input type="radio"/>	E. Career Climbers	18-20
3. Comfortable Communities	<input type="radio"/>	F. Countryside Communities	21-23
	<input type="radio"/>	G. Successful Suburbs	24-26
	<input type="radio"/>	H. Steady Neighbourhoods	27-29
	<input type="radio"/>	I. Comfortable Seniors	30-31
	<input type="radio"/>	J. Starting Out	32-33
4. Financially Stretched	<input type="radio"/>	K. Student Life	34-36
	<input type="radio"/>	L. Modest Means	37-40
	<input type="radio"/>	M. Striving Families	41-44
	<input type="radio"/>	N. Poorer Pensioners	45-48
5. Urban Adversity	<input type="radio"/>	O. Young Hardship	49-51
	<input type="radio"/>	P. Struggling Estates	52-56
	<input type="radio"/>	Q. Difficult Circumstances	57-59
6. Not Private Households	<input type="radio"/>	R. Not Private Households	60-62

**1** Affluent Achievers

Age range  
**55+**

Financial situation  
Running into debt ↔ Saving a lot

Children at home  
**0**

12.1M UK Adults      22.8% of UK

House type  
**Detached**

House tenure  
**Owned outright**

Number of beds  
**4+**

These are some of the most financially successful people in the UK. They live in affluent, high status areas of the country. They are healthy, wealthy and confident consumers.

Acorn Groups within Category 1: Affluent Achievers

- A. Lavish Lifestyles 6%
- B. Executive Wealth 54%
- C. Mature Money 40%



# MAP OF AREA

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